

Madison Daily
Leader
Madison, SD
Circ. 3006
From Page:
3
1/30/2008
456819



192

PHOTO BY NICK TREIH

Arrow Transit Radio-A-Thon generates excitement

**BY RENE AXNESS
LEMMON LEADER**

Chris Block and Jill Alkire, office staff at Arrow Transit, are always enthusiastic about the services offered by Arrow Transit to citizens of the Lemmon area, but their eagerness is even more contagious this time of the year. They are gearing up for the 15th Annual Arrow Transit Radio-A-Thon, which will be broadcast on KBJM Radio Station AM 1400 on Saturday, March 1, 2008, from 8 am to 12 noon.

LIVE Center, Inc., opened its doors in the late 1970s. Not long after that, through the help of the SDDOT, three vans were secured and public transportation was part of the Lemmon area. LIVE Center, Inc., provided transportation for the Adjustment Training Center and also part-time transportation to the general public in Lemmon and Bison, as well as service to Hettinger and Lemmon Nutrition Site for many years. In 1991, public transportation was provided on a full-time basis in the city of Lemmon. The extended service was renamed to Arrow Public Transit, but

still to this day is sponsored by

LIVE, Inc. They actually are named LIVE, Inc./dba Arrow Public Transit. The original services are still being provided, as well as many others.

"The Radio-A-Thon concept was inspired by Rev. Ken Meunier, who was the minister at Spencer Memorial Church at the time," said Block, who is the director of transportation. "There has to be a certain amount of fundraising to get money for transit funding for grants."

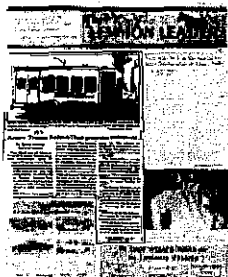
"The Radio-A-Thon is our main fundraiser for the year, but it's also a great way to let people know what Arrow Transit is about—what we do, how we started, give them a little history and why we need to do fundraising for our grant money."

Donations for the first Radio-A-Thon totaled \$5,715. Last year's broadcast amassed \$11,390.

There are seven buses and four vans to provide transportation for those who want to use the service. In-town service is offered from

~ see **ARROW**, pg. 2 ~

Lemmon Leader
Lemmon, SD
Circ. 1289
From Page:
1
2/22/2008
453202



Arrow Transit is ready to take you for a ride. Give them a call at 605-374-3189 to schedule your trip in town, on one of their four daily trips to Hettinger or their trips to Bismarck, Rapid City and Dickinson.

Photo by Nick Treih

Arrow

7:30 am to 5:15 pm Monday through Friday and 8 am to 1 pm on Sunday. There are four trips to Hettinger a day and five out-of-town trips a month to Rapid City (2), Bismarck (2) and Dickinson (1).

Fares for in-town service: students - \$1/day; adults - \$2/day with age 60 and over paying \$2/day as a suggested donation.

Block interjected, "We aren't just for people who can't drive or don't have cars. We want to emphasize that we want to offer our services to anyone! With the high cost of gas, we can save them some money."

Arrow Transit has tried over the years to continue to develop new ways to help and accommodate anyone wanting a ride to shop, go to the doctor, visit at the nursing home or a friend's house. "For the cost of one fee per day, they can ride as many times as they like. They can ride uptown in the morning and if they decide they want to go somewhere later in the day, they are more than welcome to give us a call and ride again!"

Arrow Transit receives federal funding from a 5311 grant through South Dakota Department of Transportation. Arrow also receives III-B funding through Adult Services for the Aging. The grant funding must be earned on a

monthly basis. Administrative funds are earned through an 80/20 match and operating expenses have to be matched at 50 percent. These funds are collected through fares, contracts and donations from Perkins and Meade Counties. The

cities of Lemmon, Bison and Faith and through personal donations and fundraising.

Therefore, the Radio-A-Thon is a vital part of Arrow Transit's funding process.

"We are always looking for ways to provide more services for the area. It is very much in the working stage now to provide more service in the Bison area and Faith has a new driver and are starting to expand, but they are still running as an on-call basis. We encourage people who have suggestions to let us know and we can do a study or look into any ideas they have."

Block would really like people to try their service. "If they're not sure how it works, call our office and we will visit with them or pick them up and take them to a destination. Once again, I want people to know we are here for everyone! In cold weather, if they don't want to start their car, if they want to go

play cards, go to church or volunteer at the nursing home—whatever the reason, we'd like to help them do what they want to do."

Fifty-one percent of funding comes at the local level, so it's very important for contributors to help keep this valuable asset to the community of Lemmon feasible.

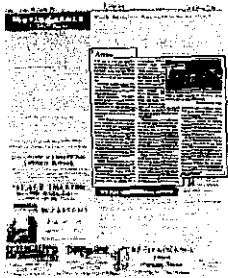
As far as donations to the Radio-A-Thon, Block exclaims "No donation is too small! If you don't want your name on the radio, we can put it in as an anonymous donation. If you want to drop it off at the office or call us here, we will take all donations and we want everyone to know that all donations are very much appreciated! It feels so good to know the community supports us!"



Arrow Transit has buses and vans to provide a wide variety of services. Give them a call at 605-374-3189.

Photo by Nick Treib

Lemmon Leader
Lemmon, SD
Circ. 1289
From Page:
2
2/22/2008
453202



South Carolina



South Carolina Broadcasters Association

SOUTH CAROLINA

WIS Television Columbia, SC

Perhaps the most important local community service recently was on March 15, 2008 when severe weather slammed into the state. Our meteorologist began tracking the storm as it approached the outskirts of our coverage area. Before long, WIS was in continuous commercial-free coverage, tracking the 12 tornadoes that had eventually touched down. WIS provided up to the minute tracking, detailed estimates of the direction of the storms and in what town they would land next. WIS stayed in continuous coverage for more than 3 hours, until the last of the storms were off the coast. While WIS is not the primary news station in the easternmost part of our state, we know that there are some WIS viewers in those areas. So even though the storms were technically out of our area, we felt it was important to stay with the coverage, even for the smaller number of viewers who were in the path. We've received dozens of emails thanking us for our coverage; not for the great production or for the wonderful pictures or for exciting live shots. The thanks were for the life-saving information. Here's an example:

"I wanted to extend both a congratulations and a very BIG thank-you to the WIS team for the coverage of the area storms Saturday afternoon (15 March). This was probably the single most professional bit of coverage I have ever seen - lots of data and fact, little 'fluff.' As I later mentioned to my sister, they reported the news without trying to sell the news. I'm not the only one to have noticed. At church yesterday, this was the topic of conversation among several of my friends. It was clearly stated by more than one person that this was top-notch, highly professional coverage."

WYFF 4 Greenville, SC

WYFF 4 is located in the heart of a market comprised of many diverse local communities including progressive cities, rural towns, and suburban neighborhoods. In an effort to reach out and truly impact these communities, WYFF 4 began Community Task Force Meetings.

Established in 1995, the Community Task Force program is the core component of our public service outreach effort. The program first began by contacting local business and community organization leaders in six upstate counties and a variety of local cities surrounding the Greenville metro area. These counties were Spartanburg, Anderson, Pickens, Oconee, Greenwood, and Abbeville. WYFF 4 organized a quarterly meeting with each county. One of the community leaders would provide a location at their organization for everyone to meet. WYFF 4 management would then travel to meet with the task force group in their various cities.

During the past 12 years, WYFF 4 has held 132 Community Task Force meetings. The annual goal has evolved to meet at least 10 times yearly, 2-3 times a year with each county group. Approximately 25 business and organization leaders are on each task force. Invitations are extended monthly to bring other community leaders into the group. WYFF 4 managers meet with more than 200 local community leaders yearly through the task force meetings.

A group of WYFF 4 managers, including the Assistant News Director, a WYFF News 4 Reporter and the Creative Service Director attend every meeting. Through the years, other key managers have met with the task force groups, including WYFF 4 President and General Manager, News Director, Program Director, and Sales Marketing Manager.

The overall goal is to ascertain local issues, listen for news story ideas and get feedback. By hearing directly from leaders in their area, WYFF 4 can better reach out and meet specific community needs. Discussions involve local issues, concerns, and ideas from their respective counties and surrounding areas. Feedback is gathered on WYFF 4's news and public service efforts and how to better serve their needs. Many times news stories are shared, local concerns are voiced and we listen.

Community leaders have expressed many times that they enjoy these meetings and the opportunity to have a direct "pipeline" to the newsroom and a powerful media outlet. This effort proves to them that WYFF 4 cares more about their local community and where they live. And, through the forging of these relationships, WYFF 4 has been the go-to station for breaking news in local communities, far exceeding other local media outlets in the coverage of important events.

As a direct result of task force relationships, the American Red Cross came to WYFF 4 *first* to ask for help in disaster relief efforts. After 911, September 11, 2001, we were quick to respond by producing a telethon within hours of the request. And when Hurricane Katrina struck in August, 2005, affecting not only our local community, but our neighbors to the south, WYFF 4 partnered with the American Red Cross for a one day telethon to help victims of the storm. On September 1, 2005, WYFF 4 raised \$645,000 for the American Red Cross Disaster Relief Fund.

Through business relationships with a local car dealer and business leaders, WYFF 4 promoted a National Automobile Dealers Association child safety seat check day on September 13, 2006 at the Greenville Drive Stadium. Despite the rainy weather, response was overwhelming from

parents wanting to insure that their children were properly secured in car seats. More than 200 car seats were checked in a few hours that day.

The Anderson Soiree festival was a direct result of the relationship and alliances with the city leaders, including the Mayor of Anderson, who was part of the Anderson Community Task Force. WYFF 4 was crucial in the initial planning and support for this family event in downtown Anderson. On many public occasions, the Mayor has stated that if it wasn't for WYFF 4 working with them on this event, it wouldn't have been possible. In 2007, WYFF 4 again supported this event, now in its 12th year.

WYFF 4 was involved in the Blue Ridge Fest, held May 4-5, 2007 as a direct result of our relationships with members of the Pickens Oconee Group. This event features beach music and a classic car show. WYFF 4 Chief Meteorologist John Cessarich is live at the event as part of our sponsorship. \$70,000 was raised to benefit a dozen local organizations in 2007. WYFF 4 is the only local television station to devote publicity and air time for this festival.

WYFF 4 reaches out to community leaders through Community Task Force Meetings to continually ascertain issues and concerns from our friends and neighbors in their local communities. It's a unique program to get out in the community and truly serve.

WBCU- AM Union, SC

August 2007—After a bitter battle between Jonesville and Lockhart residents and members of the Union County School Board and members of Union County's state legislative delegation, it was decided that Jonesville and Lockhart High Schools would close and be consolidated with the new name of Union County High School. WBCU covered this news story from the beginning, to keep the listeners informed. But we wanted to do more.

Once the school board decision was finalized, WBCU felt it was important to bring the community together prior to the beginning of the 2007-2008 school year. To do that, WBCU partnered with community leaders and sponsors to host the "Unite and Ignite Pep Rally". The event was scheduled for August at the local stadium. WBCU went on the air to encourage everyone to put aside all grievances and join together to start the school year off right for all the students, teachers, parents, and administrators. It was a great day -- SC Sports Talk broadcast live from the event, and everyone who attended received a free hot dog supper. Plenty of entertainment was on hand, including Nashville singer-songwriter Rodney Clawson. The Union County High School marching band performed, and members of the Union County High School football team were introduced, as well. A huge crowd was on hand for the event, and the community was united through all the fun, music, food and fellowship.

Community leaders, parents, school administrators and teachers were thrilled with the initiative shown by WBCU to go beyond just news coverage, and use its resources to be an active partner in helping mend and strengthen the community.

"The Unite and Ignite Pep Rally that you coordinated last year was an outstanding effort to heal the community during the school consolidation issue. This event, in my opinion helped bring the schools and the community closer together"

The Honorable E. Bruce Morgan, Mayor of Union

"It (The Unite and Ignite Pep Rally) meant so much for the community of Jonesville. Our school district consolidated Jonesville High School this past year. As a result the community felt a void by losing their school. The pep rally was a perfect thing to have to make everyone in the community feel apart of the big school. ... The station plays a vital role in our county."

Michelle James, Principal, Jonesville Middle School

Tennessee



Tennessee Association of Broadcasters

TENNESSEE



CLEAR CHANNEL
MEMPHIS

LOCAL ADVISORY BOARD

DECEMBER 5, 2006

Television

- On Going Community Service Efforts:
 - Education
 - Family/Children
 - Health Care
 - Crime
 - Race Relations
 - Employment

Selected issues are directly related to community concerns and results of monthly Community Ascertainment meetings.

- Education – LeMoyne Owen College –
 - UNCF Telethon
 - Hank Aaron Weekend
 - Board Representation
- Preschool- High School
 - One Class at a Time
 - Weather Tours
- Family/Children
 - A Waiting Child
 - Child Care Report

- **Health Care**

- Go Red For Women
- Board Involvement
- Cancer Society
- Mid South Transplant Foundation
- Church Health Center
- Health Department – HIV Education
- Ronald McDonald House

- **Race Relations**

- Urban League
- NAACP
- Diversity Memphis

- **Employment / Underemployment**

- Urban League

Radio

Community Service Efforts:

- Health
 - Ronald McDonald House
 - Walk America – March of Dimes
 - Heart Association – Women's Heart Conference
 - Memory Walk
 - Mid South Transplant Association
 - Health Department – HIV Education
- Children/Family
 - World Children's Day
 - Salvation Army – Angel Tree
 - MIFA Toys and Blanket Drive
 - Orange Mound Parade
 - Mike's Bikes

- Race Relations

- NAACP Radio Thon
- Diversity Memphis Walk As One
- Junetheenth Celebration

- Education

- G.A.N.G. Back to School Peace Rally

- Community

- Pink Palace Crafts Fair
- Block Parties

OUTDOOR

On Going Involvement:

- Children/Family
 - Boy Scouts of America
- Education
 - LeMoyne Owen College
 - Judge McLin Mentor Program
 - Memphis City School
 - Hollis F. Price Middle College

- Race Relations

- Dr. Martin Luther King Invitational Basketball
- F.F.U.N – Stop The Killing
- SCLC
- NAACP
- Urban League

- Community

- Baptist Ministers Association
- Omega Psi Phi Fraternity

CCM Community Projects

- Mid South Transplant Foundation
- Child Care Report
- Diversity Memphis
- HIV Education
- American Heart Association
- Salvation Army – Angel Tree



December 8, 2006

Federal Communications Commission
Massey Performing Arts Center
Belmont University
Nashville, Tennessee

Re: FCC Ownership Hearing

Dear Commissioners:

The purpose of this letter is to share with this Commission our organization's personal experience with one of the area's local broadcasters, Mix 92.9.

Dayspring Academy is a newly opened, state-of-the-art, private, non-profit, Pre-Kindergarten-12 learning facility located in rural Robertson County. Our organization continually strives to keep our tuition at a price that is manageable for more families in our surrounding communities. In order to accomplish this goal, we planned to have an annual auction/dinner fundraising event.

Dayspring's Board of Trustees asked if I would coordinate this auction program - from proposal to inception. Of course, I accepted this very worthwhile challenge - even though I was basically clueless about most aspects of charity work. I learned as I went along, that is until it came time for advertising the event - and then things came to a screeching halt!

I knew radio stations advertised charity functions - but I did not know how to go about getting my function advertised. Was advertising charity events something local broadcasters did for free? Or, did they have reduced rates? Do the stations write the ad as a public service or do I? If I'm suppose to write it, how? I had so many questions and desperately needed assistance!

So, I started emailing radio stations with my question - "Does your radio station advertise charity events? If so, do you donate the service or is it offered at a special rate?" Finally, one caring broadcaster took time out of their very busy schedule to lend a helping hand - the very kind and supportive Anna Marie Ritter of Mix 92.9.

Not only did she promptly return my email, but she also sent me a wealth of information regarding public service announcements. Through her assistance, advice and support, she taught me how to write a PSA for my fundraising event that would interest the listening audience and enhance the public's awareness of Dayspring Academy's fundraiser.

Ms. Ritter single-handedly taught me what I needed to know in order to obtain my goal on behalf of Dayspring Academy. Additionally, they *made sure* their listening audience was fully informed about our charity event.

The actions I have shared with you today are indicative of a broadcaster and station which are sincerely dedicated to their community and are willing to go the extra mile to help you succeed. I honestly do not see how changing the restrictions on station-owners could possibly enhance this station's superb level of dedication, loyalty and commitment to its community.

I appreciate the opportunity to share my very positive experience with Anna Marie Ritter and Mix 92.9 with the Commission. If you have any questions or would like any further information, please do not hesitate to let me know.

Warmest Regards,

Debbie Hinson
Fundraising Committee
Dayspring Academy
2838 Heights Circle
Greenbrier, TN 37073

NewsChannel 5 Contributions

<u>Name of Organization</u>	<u>Contact</u>
100 Club Cash	
100 Black Men Cash, active board member	Adrian Granderson
Adventure Science Center Cash, active board member, media sponsor, PSA's	Ralph Schulz (now with Chamber)
American Cancer Society Cash	
American Heart Association Cash	
American Red Cross Cash, sponsor blood drives, media sponsor of Disaster preparedness	Shirley Drescher
Antiques & Garden Show TOTT segments	
Bethlehem Centers of Nashville Cash	Joyce Searcy
Big Brothers Big Sisters of Clarksville Cash	Amy Carroll
Boy Scouts of America (Middle TN Council) Cash	Joe Long
Boys & Girls Club of Middle TN Cash	Lowell Perry
Center for Non-profit Management Cash, media sponsor	Lewis Lavine
Children's Museum Corp. of Rutherford County Cash	Billie Little

Name of Organization**Contact****Community Foundation of Middle TN**

Cash, partnerships, Katrina Relief Fund,
Telethons, major gift for education program, PSA's

Ellen Lehman

Conexion Americas

Cash, participant in our diversity initiative

Jose Gonzalez

Fisk University

Cash, UNCF telethon

Dr. Hazel O'Leary

Gilda's Club

Cash

Girl Scouts

Cash, PSA's

Donna Robinson

Hands On Nashville

Cash, company volunteers

Jennifer Cole

Homework Hotline

Cash, board member, media sponsor

Wendy Kurland

Human Relations Commission

Cash, media sponsor

Jason Foundation

Cash, PSA's, media sponsor

Clark Flatt

Junior Achievement of Middle TN

Cash, board member

Doris Shacklett

Junior League of Nashville (Decorator's Showhouse)

PSA's, TOTT segments

Shana Alford

Leadership Middle Tennessee

Cash, board member

Susan Turner Taylor

Leadership Nashville Foundation

Cash, active board member, media day participant

Jerry Williams

Martha O'Bryan Center

Cash

Marsha Edwards

Name of Organization**Contact**

United Way of Clarksville-Montgomery County
Cash

Lorraine Pratt

United Way of Maury County
Cash

Jean Jones

United Way of Metropolitan Nashville
Cash, PSA's

Mark Desmond

United Way of Rutherford County
Cash

Tom Starling

United Way of Sumner County
Cash

Mike McClanahan

United Way of Williamson County
Cash

Ann Buchanan

United Way of Wilson County
Cash

John McMillin

Urban League of Middle Tennessee
Cash

Rosalyn Carpenter

Vanderbilt Children's Hospital
Cash, Telethon, partnership with major cash gift to
Books from Birth program

Susan Canon

You Have the Power
Cash

Verna Wyatt

YMCA Black Achievers
Cash

Dawana Wade

YMCA of Middle Tennessee
Cash, board member, major gift to Joe. C.
Davis Foundation

Journey Johnson

YWCA (Women of Achievement)
Cash, media sponsor

Pat Shea

Name of Organization**Contact****Nashville Adult Literacy Council**

Cash, former board member

Meg Nugent

Nashville Cares

Cash, participant in our diversity initiative

Joseph Interrante

Nashville Child Advocacy Center

Cash

June Turner

Nashville Symphony

Cash

Alan Valentine

National Conference for Community & Justice

Cash

Joyce K. Lavery

**North Nashville Community Development
(Top Stars Program)**

Cash, former board participant

Debbie Frank

Oasis Center

Cash, board member

Hal Cato

Renewal House

Cash

Stephanie Ferrell

Salvation Army – Toys for Tots

Cash, media sponsor, PSA's

Mike Servais

Second Harvest Food Bank

Cash

Jaynee Day

Senior Citizens

Cash

Janet Jernigan

Sober Rides (Sherriff's Office)

Media sponsor, PSA's

Daron Hall

Tennessee State University Foundation

Cash

United Negro College Fund

Cash, telethon taping, media sponsor

Sandra Sampson

Eric,

I read with great interest your promise for 2008. Thank you for sending it to me. I agree that radio as a whole seems to have some problems and more and more pressure and distraction from other mediums, mostly the internet.

My wife and I own an independent small market station, a cluster of one! While our signal does reach farther, we focus on our home county with a population of about 50K. When we purchased the station a few years back it was in its last days, almost fully automated, shrinking listeners, people who had been loyal listeners for years had simply gone away. In some ways it was a microcosm of our industry.

I have loved radio my whole life, and while I had never worked in it before I became an owner, I had an idea of what a radio station was supposed to be. Beyond the format, beyond the focus groups, and beyond imaging a radio station should serve its community.

Although we have a very small staff we are live and local from 6am to 6 pm. We broadcast local high school sports live, we cover local news, and we are involved in our community. We do the things no one else will do, or even can do. Our guests are not national authors, or political leaders, they are the local charities, the local sheriff, and the local mayors. We broadcast the local obituary report, and we even did the Christmas parade live on the air.

We have raised money for books for kids, done free live remotes from blood drives, collected blankets for the needy, and even helped to find lost dogs.

We have embraced new technology with a website, pictures and videos of local news events (you would be surprised how many people will watch a 20 sec video of a barn burning) We stream our local programs on the internet as well, so that someone in another state can hear their grandkid in a basketball game. We broadcast our local middle school veterans day program live, why, so that the members of our local national guard could hear their kids via our stream halfway around the world in Iraq.

We need to remember that radio has something that no other medium can offer, we have an intimacy with our audience that Ipods, XM, and cell phones can't give. I am amazed and humbled that all the time I meet listeners who just gush to tell me how much they like our station. They all share one thing in common, they never tell me their name, ever, even though we have never met. Why? Because in their mind we are long time friends, we have been together through good times and bad, why would you tell your name to your friend after all?

I know some of this stuff might sound hockey to the big boys, but there is no reason it can't work in every market.

By the way, in case you wondered, our revenue had more than doubled in the last three years. Our motto is take care of your community, and it will take care of you.

Thank you again for your letter, I think there is time to save radio, but we have to remember who it is we are serving.

Rob Clutter
WMSR Radio
Manchester, TN www.thunder1320.com

The East Tennessee Report

The East Tennessee Report is a 30 minute Public Affairs program that runs on all four of the Journal Broadcast Group-Knoxville radio stations each Sunday morning. Following is a listing of the featured guests for 2006:

January 1...Jerry Luneke Director of Programs for Second Harvest Food Bank.

January 8...Lori Marsh, Director of Community Outreach for the YWCA.

January 15...Xander Carey and Theresa Brown with Tennessee Department of Children's Services.

January 22...Cyndi Bales, Executive Director of CASA of Scott County.

January 29...Dewey Roberts with NAACP.

February 5...Danni Varlan with Citizens for lower Airfares and Becky Huckaby with the Knoxville Airport Authority.

February 12...Dr. Bill Bass, University of Tennessee Forensics Department and The Body Farm.

February 19...Tom Salter, Executive Director of Keep Knoxville Beautiful.

February 26...Father Reagan Schriver with East Tennessee Coalition for the Homeless.

March 5...Kevin Skurski, Director of the Knoxville Marathon.

March 12...Kim Bittinger, Dana Hart and Nan Elrod with Women's Basketball Hall of Fame.

March 19...Meatha Haynes, Development Assistant and Media Coordinator for Dogwood Arts Festival.

March 26...Andrew Shafer, Special Events Coordinator for JDRF. (The Juvenile Diabetes Foundation)

April 2...Priscilla Jenkins, Executive Director of Safe Haven Sexual Assault Crisis Center.

April 9...Travis Brickey, Executive Director of TDOT.

April 16...The National Street Rod Association.

April 23...Billy Jarvis, Senior Education Coordinator for Tennessee Donor Services.

April 30...Lee Murphy, Nutritionist with the Knox County Health Department.

May 7...Steven Wilson with the Lincoln Memorial Civil War Museum in Harrogate, Tennessee.

May 14...William Becker, Public Affairs Director for the Knoxville Zoo.

May 21...Xander Carrey, Regional Recruiter for Foster Care and Adoptive Homes.

May 28...Mary Bryant, Director of Loudon County Visitors Bureau.

June 4...Sue Beverly, Executive Director of the Ronald McDonald House in Knoxville.

June 11...Steve and Katy Jones, Executive Directors of the Loyalty Fund supporting children with autism.

June 18...Director Louis Richmond with the Knoxville Symphony Orchestra.

June 25...Jennifer Sewell, President of Special spaces...a firm that designs very special spaces for terminally ill children and children with life-threatening illnesses.

July 2...Travis Brickey with TDOT...continuing roadwork and major Interstate operations.

July 9...Dr. Heather Edgley, a Pediatric Physician with Children's Hospital.

July 16...Deborah McMillan, Life Line Coordinator with Baptist Healthline.

July 23...Remote Area Medical Center

July 30...David Keim with the Knoxville News Sentinel. Just promoted to Managing Editor of the Metro Desk.

August 6...Brian Pratt and Ed Cate with the Knox Volunteer Emergency Rescue Squad.

August 13...Erin Burns-Freeman and Archie Ellis with Knoxville Sports Corporation discuss BOOMSDAY.

August 20...Michael Holtz, Communication Specialist American Cancer Society for East Tennessee.

August 27...Don Lindsey, Public Affairs Director for AAA...discussing gas prices.

September 3...Erin Burns Freeman and Archie Ellis with Knoxville Sports Corporation for recorded "LIVE" BOOMSDAY broadcast.

September 10...Seth Linkus, Communications Assistant with Children's Hospital.

September 17...Bruce Hartman and Ben Landers, President and CEO of United Way-Knoxville.

September 24...Major Don Vick, the new Area Commander for the Salvation Army-Knoxville.

October 1...Representatives with the Tennessee Department of Children's Services regarding the "Adoption Bike Ride".

October 8...Cynthia Hudson with East Tennessee Health Department on "Choose Life" program in Knox County Schools.

October 15...Tennessee Senate Candidate Harold Ford Jr.

October 22...Tennessee Senate Candidate Bob Corker.

October 29...Steve Petty with Peninsula Mental Health facility.

November 5...Charlene Ellis with the March of Dimes-Knoxville Chapter.

November 12...Michael Holtz with American Cancer Society regarding the Great American Smoke Out.

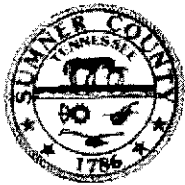
November 19...Legal Aid of Tennessee

November 26...Liz Luzaks, Goodwill Industries of Greater East Tennessee.

December 3...Junior Achievement, regarding the new KID City project.

December 10...Nurses from the Perioperative Group of East Tennessee.

December 17...Edwin Wright with Youth Villages.



R.J. "HANK" THOMPSON
SUMNER COUNTY EXECUTIVE

Dec. 11, 2006

Federal Communications Commission Ownership Hearing
Massey Performing Arts Center
Belmont University
Nashville, TN

To Members of the FCC:

My name is R.J. "Hank" Thompson and I am County Executive of Sumner County, Tenn., which sustained a deadly tornado on Friday, April 7, 2006.

We are all thankful that in real-life scenarios local broadcasters take their responsibilities seriously to serve the public and their audiences. Law enforcement and emergency and disaster relief information must also be received via redundant and dedicated communication and passed on to the public if at all possible.

Electrical power to the home, cable penetration, cellular telephone service and other ground line communications are all valuable tools when functioning properly. Car radios or battery operated, portable radios seem to be the most reliable receivers available in any disaster situations.

A grim reminder of the potential loss of these services and consequences took place just this past April 7, when the tornado-injected weather system wrecked havoc on life and property as well as ground and wireless communications across Tennessee – both public and private.

We were especially affected in the Goodlettsville, Hendersonville and Gallatin areas. Over 1,400 homes and businesses were impacted and nine people were killed.

We now know that on that day, the National Weather Service (NWS) in Old Hickory lost all ground-phone line communications between Tennessee Emergency Management Agency's (TEMA) base facilities and the NWS' radio transmitter for over 80 minutes. Neither the NOAA Weather Radios nor our broadcast stations could receive weather information here in Middle Tennessee from the NWS during that critical period.

With no backup, the NWS's only method of communication with TEMA was a satellite, text-only system that few in the broadcast community monitor. If no signal from the NWS gets to the local radio and television stations, the broadcast community has no way to know what's going on other than their own individual resources – which are very good and dependable. Several small and important local radio stations in the Sumner County area were also without power during that period.

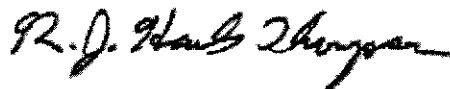
For those who still had power, they could get very detailed information from the local radio and television stations. If we could get a television signal, the radar and visual information was the most important tracking and preventative source of information we could receive. Since a great deal of our population was still in their automobiles at that time of day, the radio information was a lifesaver for the mobile audience.

Additionally, the Sumner County Emergency Management Agency was able to maintain communications with the radio and television stations, providing specific information on our situation.

I want the Commission to know that the weather tracking information received directly from the over-the-air radio and television stations was a large part of the emergency resources and life saving information that we counted on that day and throughout the weekend.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "R.J. Hank Thompson". The signature is fluid and cursive, with the first name "R.J." and last name "Thompson" clearly legible, and "Hank" written in a smaller, more stylized script in the middle.

R.J. "Hank" Thompson
Sumner County Executive

RJT/sp

April 2, 2008

Dear Sir or Madam:

The staff of Mix 92.9 has helped the Susan G. Komen Greater Nashville affiliate unbelievably. Without the support of this wonderful station the Race here in Nashville would not be the success that it is, bringing in over 3,000.00 to fund local and national breast cancer research programs.

Anna Marie and Barbara Bridges have served as the honorary chairs for this event and have hosted the race day ceremonies for six years now. The station has taken this event and made it theirs; spending both promotional dollars and personal time volunteering making this event the largest 5k event in Nashville.

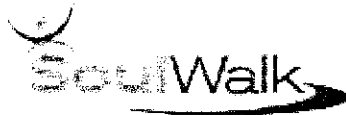
I simply can not express the depth to which the station has helped our foundation and the community. Because of their involvement countless women have been made aware of breast cancer. Many more have been serviced through the money that the Race brought in. The support they gave us helped have a voice in cars, homes and offices that would have otherwise been quieted.

The entire station has supported this cause. The station has a team and has walked in honor of their coworker. Several have held committee positions, including the 2004 chair position. The PSA's which have been produced for the Komen Foundation brings tears to my eyes, because of their honesty and passion. Without a station and team believing and backing our cause we would find it difficult to exist.

On a personal note, Anna Marie and Barbara Bridges are two of the most selfless, warm hearted ladies I have had the privilege working with. They exude passion and to handicap them in their work in any way would be a tremendous loss.

Sincerely,

Patricia Hegna
Race for the Cure Chair, committee and board member, 2000-2006
SoulWalk / Reaching International
103 Continental Place, Suite 200A
Brentwood, TN 37027
Phone: 615-312-31525 ext. 115 (soulWalk)
email: thegna@soulwalk.net



Who are YOU walking for?



MUSIC BUSINESS RADIO

From the control room to the boardroom
Your behind-the-scenes ticket to the “biz”

Un-predictable and un-scripted, informative and always entertaining! A “must listen to” for anyone interested in music. That’s how our audience is describing ***Music Business Radio, Lightning 100’s*** weekly one-hour specialty program spotlighting the inside workings of the music business. The show is hosted by music marketing expert, consultant, and author, ***David Hooper***, and features interviews with various industry professionals giving the listener their insight and expertise into the business. Our wide-ranging guest list include ***Grammy Award winning producers, artists, musicians, and songwriters....as well as, record executives, promoters and artist managers.***

Not only do guests share personal stories and experiences for music lovers in general, they also share suggestions and helpful hints for anyone interested in the music business as a career. In addition to the interview, Music Business Radio also features major and independent ***music releases, music business news***, and a light-hearted demo review segment known as ***“Dave’s Demo Derby.”*** Industry professionals critique the music and press materials received from thousands of Music Business Radio listeners worldwide and the audience gets to be a fly on the wall when this music is heard and reviewed for the first time on the air.

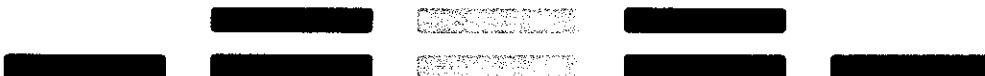
The show is produced by ***Tuned In Broadcasting, Inc.*** in ***Nashville, TN--Music City USA.*** Nashville is not only the home of the Grand Ole Opry and the country music industry, but also home to many ***hit songwriters, producers, and artists*** from across ***all music genres***, as well as ***“Hollywood” film producers and music supervisors.*** For over sixteen years, Tuned In Broadcasting, Inc. has been a distinctive and innovative fixture in this burgeoning music and entertainment center giving us an upper hand in garnering well-informed and experienced guests for this unique program. We also take the show on the road...wherever the music and the business are...we are there. Guests have included ***David Z*** (Grammy award winning producer for Fine Young Cannibals to Janet Jackson), ***Al Bunetta*** (co-founder of Oh-Boy Records and manager of John Prine), ***Evelyn Shriver*** and Susan Nadler (the only women ever to head a major record label in Nashville), and ***Jason Blume*** (songwriter and author with songs on over 50 million CD and DVD sales worldwide), just to name a few.

For more information on this program, please contact:

Gary Kraen, Producer (615) 242-5600 Ext. 2611 kraen@tunedin.com

Music Business Radio
Tuned In Broadcasting, Inc.
1310 Clinton Street, Suite 200
Nashville, TN 37203

For additional information and podcasts, visit www.musicbusinessradio.com





WRLT's "LOCAL LIGHTNING SPOTLIGHT"

No radio station in Nashville supports our music community as much as Lightning 100. We play local music all the time, and now we're spotlighting Middle Tennessee's continuing music heritage. Each weekday afternoon at 2:40 and in the evening at 8:40, we air the Local Lightning Spotlight. The Local Lightning Spotlight features two different local artists each week rotating at the two times. Also, each Sunday night between sets at Nashville Sunday Night we feature even more local music during the Local Lightning Rewind. This usually adds up to each artist getting 6 spins a week. The only guidelines and things we ask for are:

- * Artist Name
- * CD title
- * Suggested songs to review (3 tracks)
- * Artist contact - phone, email address, and mailing address
- * Artist website
- * Artist base – i.e., location
- * Writer(s) and Publishing Company credits
- * Must be commercially available and professionally mastered
- * Where the CD is commercially available
- * Artist bio/fact sheet that may include 'airworthy tidbits' for jock to mention during local lightning spotlight feature.

Every couple weeks we hold a group meeting with different members of the staff here at Lightning 100 and listen to all the submissions we have received. Since the start of the Local Lightning Spotlight feature we've received over 350 submissions and aired over 265 local artists.